## Amendments to the Specification

Please amend, page 1, line 1, the first paragraph and add headings as follows:	
TITLE:	COLLABORATIVE SAMPLING FOR IMPLICIT RECOMMENDERS

## BACKGROUND OF THE INVENTION

## (1) Field of the Invention

The present invention relates generally to <u>television</u> recommender systems, and more particularly, to collaborative sampling for implicit recommender systems.

# (2) Description of Related Art

Please add the following heading on page 1, line 28, as follows:

## BRIEF SUMMARY OF THE INVENTION

Please add the following heading on page 3, line 9, as follows:

#### BRIEF DESCRIPTION OF THE DRAWINGS

Please add the following heading on page 3, line 13, as follows:

## DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT